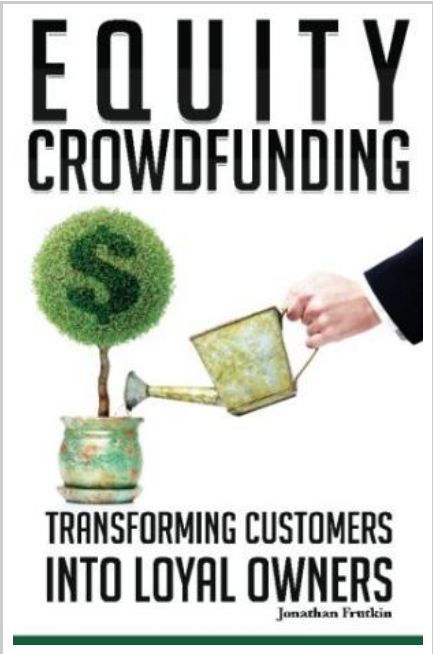


DOWNLOAD PDF

Equity Crowdfunding: Transforming Customers Into Loyal Owners (Paperback)

By Jonathan Frutkin

Cricca Funding LLC, United States, 2013. Paperback. Book Condition: New. 216 x 138 mm. Language: English . Brand New Book ***** Print on Demand *****.Equity crowdfunding is going to change our view of capitalism. This book is about more than raising money for a company. It is a book about how business owners can turn their customers into loyal owners. Smart leaders will further transform their investing customers into evangelists for the business. With its ability to leverage social networks to gain market share, crowdfunding offers established local businesses the largest marketing opportunity of all time. Transforming Customers into Loyal Owners Last year, I wrote an article for a local business magazine about the JOBS Act. What I thought was a relatively benign article for people to flip through while sitting in local doctors waiting rooms generated a ton of calls to my office. I realized business owners were thirsting for a new avenue to raise money for their company. Upon some reflection on the response that the article created, I decided that I missed the mark entirely. The opportunity to raise capital using crowdfunding isn t exciting. What is exciting is that local businesses can make their customers into...

READ ONLINE
[5.53 MB]

Reviews

A must buy book if you need to adding benefit. It is rally intriguing throgh reading time period. I am pleased to tell you that here is the very best book i actually have study in my very own lifestyle and may be he finest ebook for at any time.

-- ***Ms. Lora West Jr.***

A really amazing ebook with lucid and perfect answers. It is really simplistic but excitement in the 50 % in the publication. I am just happy to explain how this is actually the best pdf i actually have study during my individual daily life and may be he greatest ebook for possibly.

-- ***Toney Bogan***